

# SEVENTH GENERATION'S REDESIGN

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## Properties list:

packaging as a new medium  
end-user packaging  
range of products  
extra-use of packaging  
concept  
wrapper  
pouch  
other shapes  
box  
homecare products  
logistic optimisation  
recycled materials  
polylaminated  
cardboard and paper  
minimal  
eco-friendly  
contemporary  
identity by typography  
identity by colour

Seventh Generation's redesign will have a purposeful and sincere approach to sustainability by making the packaging more functional and practical while using less material. In this way, Seventh Generation and its customers will make a positive impact on our environment, creating a more harmonious world.

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Reference: <http://thejohnnychang.com/selected-works/seventh-generation/>

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## Credits:

**Country:** USA

**Year:** 2008

**Agency:** The Johnny  
Chang

**User:** Seventh Generation

**Designer:** Johnny Chang

Other images:

